

Central Hollywood Coalition
A Non-Profit Corporation
1680 Vine Street, Suite 414 – Hollywood, CA. 90028
MINUTES
April 12, 2011, 4 p.m. - 6 p.m.
Board of Directors Meeting
AMPAS – 1313 Vine St., Los Angeles, CA. 90028

Officers and Directors Present

Michael Pogorzelski, President, Academy of Motion Picture Arts and Sciences
Roxanna Sassanian, Vice President, Sunset Gower/Sunset Bronson Studios
Duke Gallagher, Treasurer, The Production Group
Brian Folb, Paramount Contractors
Kitty Gordillo, Hollywood Wilshire YMCA
Carol Massie, Secretary, McDonald's Restaurants
Allen Sides, Ocean Way Recording

Guests

Laura Kassebaum, Traveler's Aid
Nicole Mihalka, Traveler's Aid/Cushman and Wakefield

Absent

Alexander Bazley, Robertson Properties Group
Fabio Conti, The Fabiolus Café
Charles Eberly, The Eberly Company
Rick Garcia, Chase Bank
Ryan Harter, President, CIM Group
Lillian Kuo, Vice President, Broadreach Capital
Patrick Olmstead, Los Angeles Film School
Fred Rosenthal, Ametron

Consultants

Kerry Morrison, Hollywood Property Owners Alliance
Sarah MacPherson, Hollywood Property Owners Alliance
Joseph Mariani Jr., Hollywood Property Owners Alliance
Steve Seyler, Andrews International
Devin Strecker, Hollywood Property Owners Alliance

1. Call to Order

- A. Mike Pogorzelski called the monthly board meeting to order at 4:13 p.m. Due to a lack of quorum, the meeting was held for informational purposes and all actions were tabled for the May meeting.

2. Public Comment

- A. Laura Kassebaum and Nicole Mihalka from Traveler's Aid were in attendance to bring awareness to their organization and the services they provide in the Hollywood community, including reunification and support services for individuals and families

that are in crisis due to immobility, homelessness or other disruptive circumstances. The organization, which is now referred to as the Hollywood Crisis Center, is hosting an open house on Tuesday, May 3 from 4 – 7 p.m. and all board members are welcome to attend.

3. Approval of Board Minutes

Approval of Board Minutes was tabled due to lack of quorum.

4. Treasurer's Report

A. Gallagher stated that assessment fees from city/public parcels have yet to be received. A report from the City Clerk's Office, identifying the status of funds paid, is expected to arrive before the May meeting.

Approval of the Treasurer's Report was tabled.

5. Committee & Program Reports

A. Streetscape Committee

1. Walk of Fame Repair Updates – MacPherson reported that the section of the Walk of Fame (WOF) along Vine Street, between Sunset and Selma will be deferred for several months, due to delays in plan approvals and the urgency to repair the WOF in front of Hollywood and Highland, prior to the opening of Cirque du Soleil. Morrison met with representatives from Chase Bank and Linda Siegel, the project manager for the Historic Trust, on April 7 to discuss logistics and vehicular rerouting during construction.

2. Maintenance RFP – MacPherson reported that the current maintenance contract with Cleanstreet expires on December 31, 2011. Staff will be seeking volunteers from the Board to serve on the ad-hoc selection committee in June.

B. Security Committee

1. Public Safety Report – Seyler gave a general report of security activities. Among the highlights, Seyler noted that there has been a marked increase in the number of calls for service, however the total number of arrests has actually decreased. As of late, there have been a number of felony arrests and incidents with recently-released parolees. Officers continue to work with PATH and other agencies in Hollywood to connect homeless individuals, particularly those on the registry, with support services and housing.

Brian Folb indicated that he has noticed an encampment at night along Wilcox Avenue, south of Sunset Boulevard, and adjacent to Staples. The Board and staff discussed potential strategies to make the area less hospitable, including the installation of lights, and possible outreach measures with LAPD and BID security.

2. Cahuenga Corridor – Morrison reported that there have been some recent crime incidents along the Cahuenga Corridor and within the Arclight Parking Structure. Capt. Girmala expressed concern for what appears to be an escalation in crime associated with nightclubs and party buses and asked the BID to assist in organizing a meeting with club operators on March 24.

6. Report from BID Renewal Steering Committee

A. Status of BID Renewal: Morrison reported that the City Clerk's Office requested some relatively minor changes to the management plan and engineer's report. HPOA staff responded to their comments and submitted a revised draft on April 11. Due to staff furloughs and layoffs, the review period may be as long as two weeks. As soon as a final draft is approved, staff will schedule two focus group meetings with Sunset & Vine stakeholders.

7. New Business

A. CEQA Reform – Morrison reported that there is growing interest from the business and development community to reform various aspects of CEQA. She recently attended a meeting of the California Infill Builders Association and the Chamber, where this topic is being amply discussed.

B. CD13 Parking and Traffic Advisory Group – The City Council Office has formed a working group to address issues related to parking and mobility in Hollywood, on the heels of the recently discarded P3 Proposal. The group is working on potential strategies for improving access to parking facilities and way-finding signage throughout Hollywood.

C. Cirque Restaurant Marketing Opportunities/transit options – Strecker reported that he had recently met with Cirque to further discuss the idea of a dining guide which would include discounts at certain restaurants for Cirque ticketholders, as well as transportation options to and from the show. Pedicabs, shuttles and an awareness campaign for the Redline are all potential ideas being discussed.

8. Old Business

A. Mobile Food Truck Vending Task Force – Strecker reported that the LA City Council has yet to take action on a new mobile vending ordinance, but the County has recently established its own task force to address issues related to public health, safety and economic development. Kent Smith, Executive Director of the Fashion District, is serving as the BID's liaison and will request testimony from other BID directors as needed. It is expected that the city's Jobs and Business Development Committee will take up the matter and potentially address the economic impact of mobile vending on the business community. CHC property and business owner, George Abou-Doud, has also attended recent meetings with City and County officials.

B. Hollywood Community Plan EIR Briefing – MacPherson reminded board members that the City Planning Department's Community Plan Briefing will take place at Paramount Studios on Wednesday, April 20, at 8:30 a.m. Written comments in response to the Draft EIR are due by June 1, 2011.

9. Adjournment

There being no further business the meeting was adjourned by Pogorzelski at 6:00 p.m. The next meeting is scheduled for Tuesday, May 10, 2011.